

Press Release

26 November, 2010

All-new Generation of Toyota Ractis Verso Releases ‘Unbeatable Elements’ of Charisma

The all-new Toyota Ractis Verso has made its emphatic arrival into Hong Kong! Combining a host of extremely captivating characteristics, the Ractis Verso is not only designed with a compact and stylish exterior, but also ample cabin space, outstanding performance and superb fuel efficiency along with a full range of comprehensive features. All these come together to unleash a unique charisma of – “Unbeatable Elements”, which makes driving more enjoyable. Hong Kong has launched the Ractis Verso closely after Japan, being the first to greet the “New Wave Japan Hatchback”, it reflects the importance of Toyota's attachment to the Hong Kong market.

A grand launch ceremony for the all-new Toyota Ractis Verso was held at the Toyota Kowloon Bay Showroom today, drawing hundreds of car enthusiasts and media personnel. The guests of honor included Mr. Patrick S Lee, managing director of Crown Motors Ltd., and Mr. Kiyokatsu Miura from Japan, chief engineer of the Ractis Verso, both of whom gave speeches prior to the official unveiling ceremony.

This all-new Toyota Ractis Verso features a new and stylishly appointed exterior highlighted by a fashionable front grille and headlamps as well as new front and rear bumper designs. There is also an innovative LED rear combination lamp specially contoured to further enhance the Ractis Verso's unique aerodynamic characteristics. The overall car length is now less than 4 meters. It is a compact, flexible and easy-to-control car, capable of navigating through Hong Kong's narrow streets. This is the ideal vehicle aimed at young adults to take friends and family out for a relaxed and leisure ride. There is also a newly equipped panoramic moonroof, the largest of its kind on any car in its class, creating a roomier interior. It also brings in sunlight from outside of the cabin, to enhance brightness inside, providing a more expansive view for both driver and passengers.

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The all-new Toyota Ractis Verso's interior detailing is impeccably executed with a flexible seating arrangement that creates ample storage space and multiple storage modes to suit different needs. The one touch fold-flat function enables the rear seats to be converted into a platform easily accessible even when you are at the back of the car. Moreover, the luggage compartment features a two-stage rear deck board design that creates a naturally convenient platform for storing luggage. The extraordinarily high and abundant interior space of the Ractis Verso allows for the loading of three pieces of luggage at the same time, incomparable to any car in its class.

As today's top choice among all others, the all-new Toyota Ractis Verso not only sports a gorgeous exterior design, but also boasts outstanding performance characteristics. The 1.5 liter VVT-i engine reaches up to 109PS, powering excellent driving performance and revealing the character of "Toyota Compact Sports Car". The newly added 7-speed Super CVT-i transmission with +/- mode also provides smoother, more dynamic acceleration. Working in tandem with the gear shift paddle, it further enhances easy control. It is also equipped with CVT sport mode, making the engine more responsive. The Ractis Verso's environmental friendliness is also a major plus with ultra-low fuel consumption for a truly hassle-free driving experience.

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Modern and Energetic Exterior:

- ❖ Overall Length: 3,995 mm
- ❖ Overall Width: 1,695 mm
- ❖ Overall Height: 1,685 mm
- ❖ Panoramic Moonroof with Powered Sun Shade
- ❖ Rear Spoiler
- ❖ Projector Type Headlamp with Levelling Control
- ❖ Intermittent Front Wiper
- ❖ Power Adjustable & Retractable Door Mirrors with Trafficator
- ❖ LED High Mount Stop Lamp
- ❖ LED Rear Combination Lamp
- ❖ Rear Window Defogger & Rear Wiper

Excellent Performance:

- ❖ Engine Type: L4 DOHC 16-valve VVT-i Engine
- ❖ Displacement: 1,497cc
- ❖ Max. Output: 80kW (109PS) / 6,000rpm
- ❖ Max. Torque: 138Nm (14.1kg-m) / 4,400rpm
- ❖ Transmission Type: 7-speed Super CVT-i Transmission with + / - Mode
- ❖ Gear Shift Paddle*
- ❖ CVT Sport Mode
- ❖ Tyre & Wheel: 175/60R16 Alloy Wheel*/ 175/60R16 Full Wheel Cap#

Practical and Spacious Interior:

- ❖ Wireless Door Lock
- ❖ Smart Entry and Push Start System*
- ❖ Leather Steering Wheel and Leather Shift Lever*
- ❖ Steering Wheel with Tilt Adjustment
- ❖ ECO Driving Indicator and Multi-information Display
- ❖ Automatic Climate Control with Pollen Filtration*
- ❖ 7" Wide Touch Panel Monitor and Electronic Tuning Radio/CD Player System (Compatible with MP3 Format) with 6-speakers*/ with 4-speakers#
- ❖ Driver's Side Power Window With Jam Protection
- ❖ Illuminated Entry System
- ❖ 60/40 Split Foldable Rear Seats
- ❖ One Touch Fold-flat Function for Rear Seats
- ❖ Flat Platform Design for Rear Seats
- ❖ Versatile Luggage Compartment with Two-stage Rear Deck Board*
- ❖ Versatile Luggage Compartment with Multi-function Storage Tray#

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Sterling Safety Facilities:

- ❖ Anti-lock Braking System (ABS)
- ❖ Electronic Brake Force Distribution (EBD)
- ❖ Brake Assist System (BA)
- ❖ Intermittent Front Wiper
- ❖ Dual Front SRS Airbag
- ❖ Front Seatbelts with Pretensioner and Force Limiter
- ❖ 3-Point ELR Seatbelts for All Seats (2-Point Seatbelt for Rear Middle Seat)
- ❖ WIL Front Seats
- ❖ Rear Doors with Child Safety Lock
- ❖ ISOFIX Child Restraint System
- ❖ Anti-theft System with Alarm
- ❖ Immobilizer*
- ❖ Parking Sensor

*For Ractis Verso only

#For Ractis only

The Special Price of All-new Toyota Ractis Verso during pre-sale period (Limited to the first 50 units only):

Ractis Verso: \$173,800

Ractis: \$163,800

For more information, please visit Crown Motors Ltd. website (<http://www.crown-motors.com/>) or contact our Toyota sales representatives.

Toyota Showroom:

Kowloon Bay Main	2305 4555	Wanchai	2866 1020
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Photo Caption:

Mr. Kiyokatsu Miura from Japan, Chief Engineer of Ractis Verso gave a speech prior to the official unveiling ceremony.



Our guests of honor, Mr. Patrick S Lee (Right), Managing Director of Crown Motors Ltd and Mr. Kiyokatsu Miura (Left), Chief Engineer of Ractis Verso presided over a Toasting Ceremony.

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Ms. Sammie Yu, the famous anchor, delivered a fascinating and well-prepared product presentation.



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